



8x8 Smart Channel Routing

Providing businesses with flexible and cost-effective SMS message delivery

Reduce SMS costs and increase reach

As part of the **8x8 SMS API** solution that allows you to predefine telecom operator settings, the 8x8 Smart Channel Routing feature identifies the telecom operators that are charging premium rates for SMS messages, then seamlessly redirects these messages to more cost-effective alternative messaging channels (such as Viber) according to your configuration preferences.

To guarantee deliverability if those recipients are not available on the messaging channel, SMS can be set up as a fallback channel.

No additional setup or technical modifications is required from businesses.

With the Smart Channel Routing feature, businesses can decrease SMS costs while boosting message deliverability.

Key benefits

- **Wide reach and deliverability:** Ensure that your messages are received by intended recipients.
- **Cost-effective delivery:** Messages are sent on cheaper messaging channels, without a need to pay premium rates.
- **Seamless and effortless:** No technical modifications or additional setup is required.

